



Division of International Business

Mark Your Calendars

The International Division has been very busy in the past months promoting Idaho and its companies. In addition, we have a full schedule of events planned to continue building on our success.

Future Events

Travel Industry Association's (TIA) Marketing Outlook Forum

October 27 - 30, 2008

Portland, Oregon

Registration Deadline: October 30th

TIA's Marketing Outlook Forum is an event for travel industry professionals from all sectors to gain the vital market intelligence and insight needed to succeed in the ever evolving tourism marketplace. More than 600 leaders from hotels, destinations, attractions, transportation and the industry's most recognized brands will gather in Portland, Oregon to: hear the latest economic forecasts; learn about travel's best marketing and research practices; explore key markets such as the Millennials, Luxury Seekers, and Hispanic Travelers; and discover new networking opportunities to share information and gain business contacts.

For detailed information on how to register, please click [here](#) or contact Diane Norton of the Idaho Department of Commerce at diane.norton@tourism.idaho.gov or (208) 334-2470.

Taipei International Travel Fair (TITF)

October 31 - November 3, 2008

www.taipeiitf.org.tw

Taipei World Trade Center Exhibition Hall 1

Taipei ITF is the biggest and most important travel and tourism industry fair in Asia. More than 60 countries will participate in this year's fair. New participants include emerging European country Slovenia, Singapore Airlines, and the Taiwan Tobacco & Liquor Corporation. With the high demand for travel and leisure in Taiwan, even this domestic liquor company aims to develop tourism. One of the distinguishing features of Taipei ITF is that every other half hour each participating country will have the opportunity to present their fabulous programs to the fair-goers.

Idaho's trade representative, Eddie Yen, will share a booth with Wyoming and Montana in the American Pavilion. If you are interested in having a presence at the show, please contact Nancy Richardson at nancy.richardson@tourism.idaho.gov or (208) 334-2470.

6th Annual Korea-Pacific United States Joint Conference (KUSEC)

November 14 - 16, 2008

www.kusec.or.kr

No conference fee

Business leaders and government officials from Korea and the Pacific United States will participate in various programs at the 2008 Joint Conference for practical economic cooperation.

The Conference has two main objectives:

- To find various economic cooperations such as increasing trade, investment, and having technical cooperation and joint ventures between the two countries
- To network with Korean companies and government officials for securing future opportunities

The main industry tracks and presentations include :

- Renewable Energy
- Information & Communication Technology
- Education
- U.S. States Investment Environment

The state of Idaho will be represented by Aaron Davis and Donald Dietrich of the Idaho Department of Commerce. If you would like to get involved in this year's conference, please contact Aaron Davis at aaron.davis@trade.idaho.gov or (208) 334-2470.

Japan Home and Building Show 2008

November 12 - 14, 2008

www.jma.or.jp/jhbs/en/index.html

Tokyo Big Sight, Tokyo International Exhibition Center

The Japan Home and Building Show 2008 is the largest building materials trade show in Japan with an expected 1,200 booths and 95,000 visitors from over 20 countries. The show provides exhibitors, architects, homebuilders and buyers an opportunity for personal interaction as well as the chance to view the latest trends in building materials.

Akemi Harima, Japanese trade representative for Idaho, will attend the show to promote Idaho companies. If you would like to have your company represented by Ms. Harima at the State of Idaho booth, please contact Katie Ingram at katie.ingram@trade.idaho.gov or (208) 334-2470 for further details.

Intermodal Association of North America Expo

Greater Fort Lauderdale/Broward County Convention Center

The Intermodal Expo offers informative educational sessions, the latest in intermodal equipment services and technological innovations, plus networking opportunities. The newest products and services designed to enhance businesses, increase efficiency and insure a company's profitability will be showcased at the Expo.

For detailed information, please click [here](#).

China International Travel Mart (CITM)

November 20 - 23, 2008

www.citm.com.cn

Shanghai New International Expo Center

Last day for Buyers to Register: November 5, 2008

CITM is an annual event and the largest professional travel mart in Asia. The participants in CITM are involved in a variety of travel industry sectors such as travel agencies, hotels, airlines and travel companies. The mart will be open to tourism-related personnel and the public. Events for participants include:

- Specialized symposiums and lectures to trace the latest development trend of international tourism
- Press conferences and art performances to display new tourism products
- Opportunity to stage various promotional activities to introduce the tourism resources of their countries

Karen Ballard, Tourism Administrator of the Idaho Department of Commerce, will attend the show. Please contact Ms. Ballard at Karen.ballard@tourism.idaho.gov or (208) 334-2470, if you are interested in attending the show or being represented.

Green Building Show in Taipei, Taiwan

December 12 - 15, 2008

Taipei World Trade Center, Hall I and Hall III

Taipei, Taiwan

This show, sponsored in part by the Taiwan Architects Association, is the largest building materials show in Taiwan with over 1,600 booths. Exhibition categories include foundation construction, lighting, kitchen, furniture, doors, windows, stone and other building materials. The focus for this year is "green" building, including seminars and exhibits on environmental engineering and equipment.

Eddie Yen, Taiwan trade representative for Idaho, will attend the show to promote Idaho companies. If you would like to attend this show or have your company represented by Mr. Yen at the State of Idaho booth, please contact Katie Ingram at katie.ingram@trade.idaho.gov or (208) 334-2470 for further details.

Complying with International Tariff in Arms Regulations (ITAR) Seminar

December 3, 2008

Hilton Salt Lake City Center, Salt Lake City, Utah

For discounted Seminar Fee, register before November 1

This seminar will provide participants:

- An Overview of US Export Controls: The Players, Policies and Processes
- Insight into Minimizing Exposure, Liability, and Risk for You and Your Organization

- A Hands-on Understanding of Jurisdiction and the Critical Importance of Getting it Right
- The latest from the US Government Enforcement Community on what's happening
- Hot Topics Including Changes/Trends at the State Department, Brokering, Voluntary Disclosures, D-Trade, Third-Country/Dual-Nationals, Merger & Acquisition Due Diligence and much more...
- An Industry Panel on Best Practices and How To Successfully Navigate the ITAR Minefield
- Administrative/Criminal Enforcement Update with the Latest on Directed Disclosures, Grand Jury Subpoenas, Search Warrants, Issues of Privilege, Investigative Protocols/Negotiated Resolutions

For detailed information, please click [here](#) .

Bureau of Industry and Security (BIS) Export Management Compliance Program

How to Develop an Export Management and Compliance Program

December 2 - 3, 2008

Seattle Fairmont Olympic Hotel in Seattle, WA

The U.S. Export Assistance Center and the U.S. Department of Commerce's BIS is sponsoring a two-day seminar about smart export compliance business strategies. The seminar will be held at the Seattle Fairmont Olympic Hotel in Seattle, WA and will feature speakers who are compliance specialists who will be able to provide participants with the information and tools to implement or enhance their export compliance programs.

For detailed information, please click [here](#) .

ExporTech Program

February 5th, March 17th, & April 29th, 2009

www.techhelp.org

TechHelp, the U.S. Commercial Service and the Idaho District Export Council are looking for 6-8 Idaho companies interested in generating or boosting export sales through ExporTech, a fast-track program to export success.

ExporTech was created last year by the U.S. Export Assistance Center (USEAC), District Export Council (DEC) and Manufacturing Extension Partnership (MEP) to meet the needs of manufacturers and processors interested in developing or increasing export sales. The fast paced program will help busy executives design and implement an Export Action Plan during three full-day sessions in Boise on February 5th, March 17th and April 29th. Export experts will help participants implement their Export Action Plans through state or federal trade missions or the USEAC Gold Key Matching Service.

Program sponsorship may reduce the \$1,500 cost per company that includes all course materials and three months of expert export coaching.

If you have any questions or would like to participate, please contact TechHelp's Bill Mullane at 208.863.4259 or williammullane@boisestate.edu.

Current and Past Events

Governor's Trade Mission to Asia

October 11 - 22, 2008

Governor C.L. "Butch" Otter is leading 16 Idaho companies on a trade mission October 11 - 22, 2008 to Hong Kong, Macau, Vietnam and Taiwan. The Idaho Department of Commerce, the Idaho Department of Agriculture, and trade office managers from Taiwan and China are supporting the companies on the mission by providing customized itineraries, on-the-ground assistance and protocol support. The 16 companies represent the agriculture, food processing, health and beauty, mining, technology and manufacturing industries.

Mexican Mining Delegation Visit

September 25 - 27, 2008

Mexican mining company representatives from Grupo México, Grupo Jomargo and Reyna Mining returned to Idaho with trade specialist Aaron Davis after MINExpo 2008 in Las Vegas, Nevada, to participate in site visits to Idaho companies and to engage in other networking activities. This was an excellent opportunity for Idaho's mining-related equipment manufacturers and service providers to build relationships with the representatives of some of Mexico's largest mines and mining companies.

Thursday's (25 September) activities were centered around the Boise area. On Friday (26 September) the group traveled to northern Idaho to engage with companies located in the Coeur d'Alene area. The delegation's visit was a direct result of Governor Otter's April 2008 trade mission to Mexico where several of Idaho's mining-related equipment manufacturers and service providers met with some of Mexico's most powerful and influential mines.

Highlights of the delegation's visit include:

- Six presentations of Idaho's mining - related companies
 - Networking dinner with representatives from seven Idaho companies
 - Delegation meeting with Governor C.L. "Butch" Otter
 - Site visits to two Idaho mining-related equipment manufacturers and service providers in Boise and three in Coeur d'Alene
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Heilongjiang Delegation Visit

September 15 - 17, 2008

The Heilongjiang Delegation visit was a result of the 2007 Governor's trade mission to China. A conservative estimate of expected sales as a result of the trade mission was \$1.5 million. This recent follow-up visit by the Heilongjiang delegation is anticipated to increase the estimated sales figure. During their stay in Idaho the delegation's focus was on furthering relationships with the State of Idaho and Idaho companies while learning more about Idaho agriculture - particularly best practices, technology and equipment.

Some of the events included:

- Chairman Wang of the Heilongjiang Committee of the Chinese People's Political Consultative Conference and Director Donald Dietrich of the Idaho Department of Commerce signed a Memorandum of Understanding to facilitate closer economic relations
- Attended presentations by the Idaho Department of Agriculture, the Division of Tourism and International Business at the Idaho Department of Commerce
- Site visits to agricultural equipment companies in Caldwell and Burley, Idaho

"We Create Jobs, Strengthen Communities and Market Idaho."

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**C.L. "BUTCH" OTTER, GOVERNOR
DONALD A. DIETRICH, DIRECTOR OF COMMERCE**

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